WHAT IS CLAIMED IS:

1 1. A method for transmitting information to a wireless device comprising:

2 determining a current location of the wireless device;

3 determining whether the current location is within a proximity to a target location;

4 and

5 if the current location is within the proximity to the target location, then

6 transmitting information to the wireless device on offerings available at the target

7 location.

1 2. The method of claim 1, further comprising:

2 accessing scheduled event records for a user of the wireless device, wherein each

3 scheduled event record indicates one event scheduled for a calendar time period;

4 processing the scheduled event records for the user to determine whether the user

5 is available to visit the target location, wherein the information is not transmitted if the

6 user is not determined to be available to visit the target location.

1 3. The method of claim 2, wherein the scheduled event records are part of

2 calendar information for the user.

1 4. The method of claim 2, further comprising:

2 providing a data structure indicating a plurality of time periods during which

3 offerings are available at the target location;

4 determining whether the user is available to visit the target location within one of

5 the time periods indicated in the data structure, wherein the information is not transmitted

6 if the user is not determined to be available to visit the target location during one of the

7 time periods indicated in the data structure.

1 5. The method of claim 4, wherein the data structure further includes

2 information for each time period on offerings available at the target location during the

3   time period, wherein transmitting the information to the wireless device comprises

4   transmitting the information indicated in the data structure for one time period during

5   which the user of the wireless device is determined to be available to visit the target

6   location.

1   6.   The method of claim 1, wherein the offerings available at the target

2   location comprise at least one of goods and services.

1   7.   The method of claim 1, further comprising:

2   accessing information indicating personal preferences of a user of the wireless

3   device; and

4   determining whether the offerings at the target location match at least one

5   personal preference indicated by the user, wherein the information is transmitted if the

6   offerings at the target location match one personal preference indicated by the user.

1   8.   The method of claim 1, wherein the operations are performed in response

2   to a push action.

1   9.   The method of claim 1, wherein the operations are performed in response

2   to a pull action at the wireless device.

1   10.   A method for transmitting information to a wireless device comprising:

2   determining a current location of the wireless device;

3   providing a data structure including event information for each of a plurality of

4   events that occur at event locations;

5   determining whether the current location is within a proximity to at least one of

6   the event locations; and

7   if the current location is within the proximity to at least one event location, then

8   transmitting event information to the wireless device for the at least one event location

9   that is within the proximity to the wireless device.

1   11.   The method of claim 10, further comprising:

2   accessing event preference information provided by a user of the wireless device

3   indicating events the user selected, wherein determining whether the current location

4   within the proximity to at least one event location further comprises determining whether

5   the event at the event location within the proximity to the current location is indicated in

6   the event preference information, and wherein the transmitted information is for at least

7   one event indicated in the event preference information.

1   12.   The method of claim 10, further comprising:

2   determining, for all the determined events at event locations within the proximity

3   to the current location, an optimal order in which the events should be visited based on

4   the event locations and the current location; and

5   generating information indicating the optimal order in which the events at the

6   event locations should be visited, wherein the generated information is transmitted to the

7   wireless device.

1   13.   The method of claim 10, further comprising:

2   determining a wait time at each event whose event location is within the

3   proximity to the current location; and

4   determining whether the wait time for each event exceeds a wait threshold,

5   wherein the event information is not sent for each event having the wait time that exceeds

6   the wait threshold.

1   14.   The method of claim 10, further comprising:

2   for each wireless device, gathering data on event locations where the wireless

3 device was located and a time the wireless device was located at the event location.

1   15.   A method for processing information at a wireless device, comprising:

2   receiving information broadcasted within a defined region on event offerings at a

3 target location for an event time period;

4   accessing scheduled event records for a user of the wireless device, wherein each

5 scheduled event record indicates one event scheduled for a calendar time period;

6   processing the scheduled event records for the user to determine whether the user

7 is available during the event time period; and

8   presenting the information to the user if the user is determined to be available

9 during the event time period.

1   16.   The method of claim 15, further comprising:

2   providing information on user preferences;

3   determining whether the received information satisfies one user preference,

4 wherein the information is not presented to the user if the received information does not

5 satisfy one user preference.

1   17.   A method for processing information at a wireless device, comprising:

2   receiving transmission of event information for a plurality of events that occur at

3 event locations;

4   providing a list of user selected events;

5   determining whether the event information is for one event on the list of user

6 selected events; and

7   presenting the received event information for each event that is determined to be

8 on the list of user selected events.

1   18.   The method of claim 17, further comprising:

2   determining a current location of the wireless device; and

3   determining whether the event location is within a proximity to the current

4 location, wherein the received event information is not presented if the current location is

5 not within the proximity to the event location.

1   19.   The method of claim 17, wherein the event comprises an activity at an

2 amusement park.

1   20.   A system for transmitting information to a wireless device comprising:

2   means for determining a current location of the wireless device;

3   means for determining whether the current location is within a proximity to a

4 target location; and

5   means for transmitting information to the wireless device on offerings available at

6 the target location if the current location is within the proximity to the target location.

1   21.   The system of claim 20, further comprising:

2   means for accessing scheduled event records for a user of the wireless device,

3 wherein each scheduled event record indicates one event scheduled for a calendar time

4 period;

5   means for processing the scheduled event records for the user to determine

6 whether the user is available to visit the target location, wherein the information is not

7 transmitted if the user is not determined to be available to visit the target location.

1   22.   The system of claim 21, wherein the scheduled event records are part of

2 calendar information for the user.

1   23.   The system of claim 21, further comprising:

2   a computer readable medium;

3   means for providing a data structure in the computer readable medium indicating

4 a plurality of time periods during which offerings are available at the target location;

5   means for determining whether the user is available to visit the target location

6 within one of the time periods indicated in the data structure, wherein the information is

7 not transmitted if the user is not determined to be available to visit the target location

8 during one of the time periods indicated in the data structure.

1   24. The system of claim 23, wherein the data structure further includes

2 information for each time period on offerings available at the target location during the

3 time period, wherein the means for transmitting the information to the wireless device

4 transmits the information indicated in the data structure for one time period during which

5 the user of the wireless device is determined to be available to visit the target location.

1   25. The system of claim 20, wherein the offerings available at the target

2 location comprise at least one of goods and services.

1   26. The system of claim 20, further comprising:

2   means for accessing information indicating personal preferences of a user of the

3 wireless device; and

4   means for determining whether the offerings at the target location match at least

5 one personal preference indicated by the user, wherein the information is transmitted if

6 the offerings at the target location match one personal preference indicated by the user.

1   27. The system of claim 20, wherein the operations are performed in response

2 to a push action.

1   28. The system of claim 20, wherein the operations are performed in response

2 to a pull action at the wireless device.

1   29.   A system for transmitting information to a wireless device comprising:

2   a computer readable medium;

3   means for determining a current location of the wireless device;

4   means for providing a data structure in the computer readable medium including

5   event information for each of a plurality of events that occur at event locations;

6   means for determining whether the current location is within a proximity to at

7   least one of the event locations; and

8   means for transmitting event information to the wireless device for the at least one

9   event location that is within the proximity to the wireless device if the current location is

10   within the proximity to at least one event location.

1   30.   The system of claim 29, further comprising:

2   means for accessing event preference information provided by a user of the

3   wireless device indicating events the user selected, wherein the means for determining

4   whether the current location within the proximity to at least one event location

5   determines whether the event at the event location within the proximity to the current

6   location is indicated in the event preference information, and wherein the transmitted

7   information is for at least one event indicated in the event preference information.

1   31.   The system of claim 29, further comprising:

2   means for determining, for all the determined events at event locations within the

3   proximity to the current location, an optimal order in which the events should be visited

4   based on the event locations and the current location; and

5   means for generating information indicating the optimal order in which the events

6   at the event locations should be visited, wherein the generated information is transmitted

7   to the wireless device.

1 32. The system of claim 29, further comprising:

2 means for determining a wait time at each event whose event location is within

3 the proximity to the current location; and

4 means for determining whether the wait time for each event exceeds a wait

5 threshold, wherein the event information is not sent for each event having the wait time

6 that exceeds the wait threshold.

7

1 33. The system of claim 29, further comprising:

2 means for gathering, for each wireless device, data on event locations where the

3 wireless device was located and a time the wireless device was located at the event

4 location.

1 34. A system for processing information at a wireless device, comprising:

2 means for receiving information broadcasted within a defined region on event

3 offerings at a target location for an event time period;

4 means for accessing scheduled event records for a user of the wireless device,

5 wherein each scheduled event record indicates one event scheduled for a calendar time

6 period;

7 means for processing the scheduled event records for the user to determine

8 whether the user is available during the event time period; and

9 means for presenting the information to the user if the user is determined to be

10 available during the event time period.

1 35. The system of claim 34, further comprising:

2 means for providing information on user preferences; and

3 means for determining whether the received information satisfies one user

4 preference, wherein the information is not presented to the user if the received

5 information does not satisfy one user preference.

1   36.   A system for processing information at a wireless device, comprising:

2   means for receiving transmission of event information for a plurality of events

3   that occur at event locations;

4   means for providing a list of user selected events;

5   means for determining whether the event information is for one event on the list

6   of user selected events; and

7   means for presenting the received event information for each event that is

8   determined to be on the list of user selected events.

1   37.   The system of claim 36, further comprising:

2   means for determining a current location of the wireless device; and

3   means for determining whether the event location is within a proximity to the

4   current location, wherein the received event information is not presented if the current

5   location is not within the proximity to the event location.

1   38.   The system of claim 36, wherein the event comprises an activity at an

2   amusement park.

1   39.   An article of manufacture including code for transmitting information to a

2   wireless device by:

3   determining a current location of the wireless device;

4   determining whether the current location is within a proximity to a target location;

5   and

6   if the current location is within the proximity to the target location, then

7   transmitting information to the wireless device on offerings available at the target

8   location.

1   40.   The article of manufacture of claim 39, further comprising:

2   accessing scheduled event records for a user of the wireless device, wherein each

3 scheduled event record indicates one event scheduled for a calendar time period;

4   processing the scheduled event records for the user to determine whether the user

5 is available to visit the target location, wherein the information is not transmitted if the

6 user is not determined to be available to visit the target location.

1   41.   The article of manufacture of claim 40, wherein the scheduled event

2 records are part of calendar information for the user.

1   42.   The article of manufacture of claim 40, further comprising:

2   providing a data structure indicating a plurality of time periods during which

3 offerings are available at the target location;

4   determining whether the user is available to visit the target location within one of

5 the time periods indicated in the data structure, wherein the information is not transmitted

6 if the user is not determined to be available to visit the target location during one of the

7 time periods indicated in the data structure.

1   43.   The article of manufacture of claim 42, wherein the data structure further

2 includes information for each time period on offerings available at the target location

3 during the time period, wherein transmitting the information to the wireless device

4 comprises transmitting the information indicated in the data structure for one time period

5 during which the user of the wireless device is determined to be available to visit the

6 target location.

1   44.   The article of manufacture of claim 39, wherein the offerings available at

2 the target location comprise at least one of goods and services.

1   45.   The article of manufacture of claim 39, further comprising:

2   accessing information indicating personal preferences of a user of the wireless

3 device; and

4   determining whether the offerings at the target location match at least one

5 personal preference indicated by the user, wherein the information is transmitted if the

6 offerings at the target location match one personal preference indicated by the user.

1   46.   The article of manufacture of claim 39, wherein the operations are

2 performed in response to a push action.

1   47.   The article of manufacture of claim 39, wherein the operations are

2 performed in response to a pull action at the wireless device.

1   48.   An article of manufacture including code for transmitting information to a

2 wireless device by:

3   determining a current location of the wireless device;

4   providing a data structure including event information for each of a plurality of

5 events that occur at event locations;

6   determining whether the current location is within a proximity to at least one of

7 the event locations; and

8   if the current location is within the proximity to at least one event location, then

9 transmitting event information to the wireless device for the at least one event location

10 that is within the proximity to the wireless device.

1   49.   The article of manufacture of claim 48, further comprising:

2   accessing event preference information provided by a user of the wireless device

3 indicating events the user selected, wherein determining whether the current location

4 within the proximity to at least one event location further comprises determining whether

5 the event at the event location within the proximity to the current location is indicated in

6   the event preference information, and wherein the transmitted information is for at least

7   one event indicated in the event preference information.

1   50.   The article of manufacture of claim 48, further comprising:

2   determining, for all the determined events at event locations within the proximity

3   to the current location, an optimal order in which the events should be visited based on

4   the event locations and the current location; and

5   generating information indicating the optimal order in which the events at the

6   event locations should be visited, wherein the generated information is transmitted to the

7   wireless device.

1   51.   The article of manufacture of claim 48, further comprising:

2   determining a wait time at each event whose event location is within the

3   proximity to the current location; and

4   determining whether the wait time for each event exceeds a wait threshold,

5   wherein the event information is not sent for each event having the wait time that exceeds

6   the wait threshold.

7

1   52.   The article of manufacture of claim 48, further comprising:

2   for each wireless device, gathering data on event locations where the wireless

3   device was located and a time the wireless device was located at the event location.

1   53.   An article of manufacture including code for processing information at a

2   wireless device by:

3   receiving information broadcasted within a defined region on event offerings at a

4   target location for an event time period;

5   accessing scheduled event records for a user of the wireless device, wherein each

6   scheduled event record indicates one event scheduled for a calendar time period;

7   processing the scheduled event records for the user to determine whether the user

8   is available during the event time period; and

9   presenting the information to the user if the user is determined to be available

10   during the event time period.

1   54.   The article of manufacture of claim 53, further comprising:

2   providing information on user preferences;

3   determining whether the received information satisfies one user preference,

4   wherein the information is not presented to the user if the received information does not

5   satisfy one user preference.

1   55.   An article of manufacture including code for processing information at a

2   wireless device by:

3   receiving transmission of event information for a plurality of events that occur at

4   event locations;

5   providing a list of user selected events;

6   determining whether the event information is for one event on the list of user

7   selected events; and

8   presenting the received event information for each event that is determined to be

9   on the list of user selected events.

1   56.   The article of manufacture of claim 55, further comprising:

2   determining a current location of the wireless device; and

3   determining whether the event location is within a proximity to the current

4   location, wherein the received event information is not presented if the current location is

5   not within the proximity to the event location.

1   57.   The article of manufacture of claim 55, wherein the event comprises an

2   activity at an amusement park.